

**Minutes of the
Tobacco Education and Research Oversight Committee (TEROC)**
Meeting on Wednesday, August 31, 2011

Meeting Locations

David Geffen School of
Medicine, University of
California, Los Angeles
Room 57-134 CHS
10833 LeConte Ave.
Los Angeles, CA 90095

University of California,
San Francisco
Laurel Heights Campus
Gay Becker Conference Room
3333 California St., Suite 340
San Francisco, CA 94118

California Department of Public
Health (CDPH)
Feather River Room 74.551
1616 Capitol Ave.
Sacramento, CA 95814

MEMBERS PRESENT:

Dr. Lourdes Baezconde-Garbanati, Ms. Pat S. Etem, Dr. Pamela Ling,
Mr. Naphtali Offen, Dr. Michael Ong (Chair), Dr. Dorothy Rice, Dr. Valerie Yerger

MEMBERS ABSENT:

Dr. Wendel Brunner, Dr. Lawrence Green, Dr. Alan Henderson, Ms. Peggy Uyeda,
Ms. Kathleen Velazquez, Dr. Shu-Hong Zhu

OTHERS IN ATTENDANCE

Dr. Bart Aoki, University of California, Office of the President (UCOP), Tobacco-Related
Disease Research Program (TRDRP)
Majel Arnold, California Department of Public Health (CDPH), California Tobacco
Control Program (CTCP)
Glen Baird, CTCP
David Cowling, CTCP
Dr. Carol D'Onofrio, Consultant
Linda Lee, CTCP
Dr. Todd Rogers, Consultant
Colleen Stevens, CTCP

1. WELCOME, INTRODUCTION, AND OPENING COMMENTS

Tobacco Education and Research Oversight Committee (TEROC) Chair Michael
Ong called the meeting to order at 9:40 a.m. TEROC members and guests
introduced themselves.

2. ENVIRONMENTAL UPDATES & CORRESPONDENCE

Incoming Correspondence

- Email from the Chair regarding the 15th World Conference on Tobacco or Health
2012, with submitted abstract on the new Master Plan 2012 attached, dated
August 14, 2011. Members expressed support for the Chair's proposal.

- Email from Nathan Solov, Chief of Staff to Assembly Member Jerry Hill, to the Chair seeking TEROC's support for Assembly Bill (AB) 1301, increasing penalties for tobacco sales to minors, with a factsheet and letters of support attached, dated August 23, 2011. The Chair indicated that AB 1301 is now a two-year bill so an immediate response is not required. The leniency of a five-tier penalty structure prior to license revocation was raised. The penalties would only be enforced in the absence of a stronger local ordinance, and CDPH would become responsible for decisions in that regard.

Action Item

The Chair moved that consideration of AB 1301 be held over until the next regular TEROC meeting in September to allow more time for review. Seconded by Ms. Etem, motion carried unanimously.

Members agreed to invite Assembly Member Hill or a representative to discuss AB 1301 at the next regular TEROC meeting.

Environmental Updates

The Chair highlighted the following recent developments:

- Both Alecia Sanchez from the American Cancer Society and Paul Kneprath from the American Lung Association in California (ALAC) have left their organizations. Kimberly Weich Reusché has been promoted to Vice President for Programs and Advocacy for ALAC.
- Four of the five largest U.S. tobacco companies are suing the federal government over warning labels, saying the warnings violate their free speech rights.
- The Federal Trade Commission released reports detailing the amounts spent by the major tobacco companies on cigarette marketing expenditures and smokeless tobacco marketing expenditures in 2007 and 2008. Spending on cigarette advertising and promotion has declined in these years, so the gap between these marketing expenditures and tobacco control expenditure has narrowed. However, spending on smokeless tobacco advertising and promotion has increased. Price discounting continues to be a primary strategy of the tobacco industry.

Legislative Update

- Senate Bill (SB) 332, authorizing landlords to prohibit smoking in rental units, was passed by the full Assembly and Senate and was sent to the Governor.
- SB 796, creating penalties for delivering prohibited items in State Hospitals, was passed by the full Assembly and Senate and was sent to the Governor.
- AB 795, strengthening enforcement of tobacco policies at State Colleges and Universities, is awaiting a vote before the full Senate.
- Three bills (AB 217, modifying the exemption for smoking in long-term health care facilities; AB 1301, increasing penalties for selling tobacco products to minors; and SB 575, expanding smoke-free indoor workplaces) were held up in policy committees and will be two-year bills that may be considered in 2012.

Dr. Yerger referred to Senate Bill 575 being held in Committee by the Chair of the Assembly Governmental Organization Committee, Isadore Hall III (D-Los Angeles). The African American Tobacco Control Leadership Council is strategizing a response and could provide TEROC a copy of any correspondence sent.

Action Item

Members agreed to invite Assembly Member Hall to discuss SB 575 at the next regular TEROC meeting.

- The California Cancer Research Act (CCRA) is now going before voters in June 2012, since AB 80, moving the presidential primary from February to June, was signed by the Governor. However, there are discussions regarding moving initiatives to the November ballot.

Dr. Aoki informed members that CCRA is on the agenda of the UC Regents' meeting of September 14, 2011 for consideration for endorsement.

Action Item

TEROC has previously passed a motion to write a general letter of support for CCRA, following formal endorsement. Due to the election date uncertainties and lack of a Proposition number, the letter has been on hold. It was agreed a letter could now be prepared outlining TEROC's support to be sent to the UC Regents.

- AB 1069, extending the tax credit program for film and television productions, was passed by the Senate Appropriations Committee and is awaiting a vote before the full Senate.

3. MASTER PLAN 2012-14

Members discussed the draft of 2012-2014 Master Plan (MP). Members agreed to the following timeline and meeting schedule:

By September 21: The writers incorporate feedback and complete full draft of MP.

September 28: Draft discussed at the Sacramento TEROC meeting.

4. OTHER BUSINESS

Action Item

The Chair moved that a Certificate of Appreciation be prepared for Paul Knepprath acknowledging his long-time commitment to tobacco control.

Dr. Baezconde-Garbanati seconded, motion carried unanimously.

The meeting was adjourned at 1:10 p.m. Next meeting: September 27-28, 2011 in Sacramento.